

NOW BUILD NOW

SAVE the DIFFERENCE

In these page ads which have appeared in this paper the past four Sundays we have endeavored to show you who can afford to build, repair or remodel why you should do it now.

We have given you facts and figures showing that the cost of building is down to its lowest.

We have shown where costs are now about 27% under those of 5 years ago.

We have also called the matter of employment to your attention, showing you how any work that you might do now would provide employment and relieve much charity work.

We have stated that men prefer work in place of charity.

NOW THE RESPONSIBILITY IS UP TO YOU.

You can save and you can provide work for men who need it. What are you going to do? Go to your telephone now. Call some of the firms represented on this page. Start things going at once.

Let's have an active busy Salem—let's make things better here than anyplace else.

Advertising Committee
The Oregon Building Congress
Salem Chapter.

Do That Job NOW — PROVIDE LABOR and SAVE

Redecorate
With Good
Paint



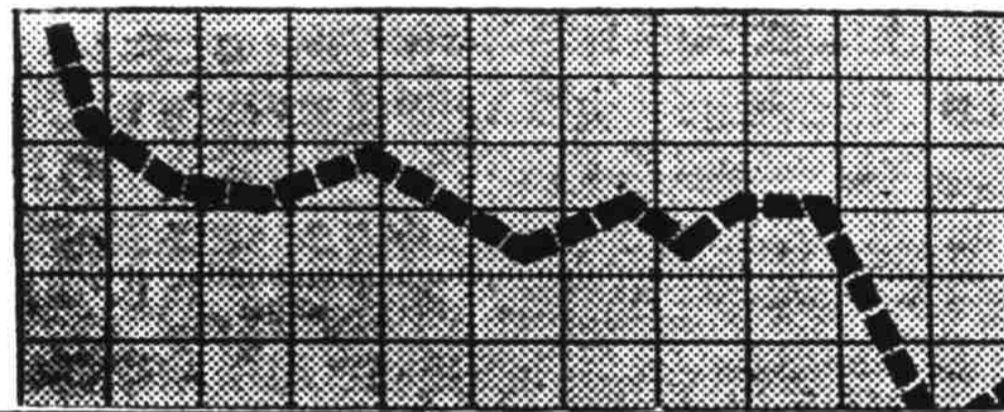
A New Roof Will
Preserve Your
Home



OPPORTUNITY
DAYS
FOR THE THRIFTY

YOUR DOLLAR IS
NOW ABOVE PAR

1926 1931



PUT YOUR
UNEMPLOYED
DOLLARS TO WORK

Make Home Work
Easy with Mod-
ern Plumbing



Light Fixtures . .
An Important
Decoration



- Salem Sand & Gravel Co.**
Ft. of Court St. Tel. 8408
- Frank H. Struble**
Architect
Guardian Bldg. Tel. 8694
- E. L. Welch**
Electrical Contr., Fixtures & Supplies
1015 So. Com'l Tel. 3332
- Chas. K. Spaulding Logging Co.**
Lumber and Building Materials
Front & Ferry Tel. 4116
- Gabriel Powder & Supply Co.**
Lumber and Building Supplies
610 N. Capitol St. Tel. 9191
- Holland Vaporaire Heating**
Not Just a Furnace—A Modern Heating System
1515 S. Com'l St. Tel. 3893
- Salem Building Trades Council**
Call us for Building Trades Mechanics
457 Court St. Tel. 4979
- W. W. Rosebraugh Co.**
Furnace—Tanks—Manufacturing
680 S. 17th St. Tel. 7609
- Dunsmoor Brothers**
Interior Decorating a Specialty
Pacific Hwy. Rt. 9—1710 Waller, Tel. 3554-8504
- Pratt & Rasmussen**
Plumbing and Heating
Tel. 4554 454 Ferry St.
- F. L. Odom**
Contractor
211 U. S. Bank Bldg. Tel. 3904
- Bishop Clothing & Woolen Mills Store**
136 N. Com'l St. Tel. 4933
- Salem Brick & Tile Co.**
Ft. of Tile Road Tel. 4917
- Shields & Blake**
Real Estate and Loans
Oregon Bldg. Tel. 8902
- Capital City Transfer Co.**
226 State St. Tel. 7778
- Hanson-Liljequist, Inc.**
Building Materials for Every Purpose
582 Mill St. Tel. 9131
- Lyle P. Bartholomew**
Licensed Architect
U. S. Nat'l Bank Bldg. Tel. 5552
- Portland General Electric Co.**
237 N. Liberty St. Tel. 4144
- Carl Hulenberg**
Siberling Tires
Front and Center Sts. Tel. 4841
- Oregon Gravel Co.**
1405 N. Front Tel. 4181
- Ladd & Bush, Bankers**
State and Com'l Sts. Tel. 3181
- Gilbert & Weaver**
General Contractors
Tel. 85725
- Fred A. Erixon**
General Contractor—Estimates for Alterations
Res. Tel. 7686 Tel. 7906
- Pedee Lumber Co.**
Direct from Mill to User
1231 Edgewater St., West Salem Tel. 3811
- United States National Bank**
State and Commercial Sts. Tel. 5412

These Pages Sponsored by the Salem Chapter of the Oregon Building Congress and Made Possible by the Following



NOT JUST NAMES



Do Not Pass Them Up . . Read Them All Carefully . . . !

Wall Paper Re-
flects the Mod-
ern Influence



Enlarge Now
at Small
Expense



This is not just a list of names and addresses, but a list of merchants who are interested in seeing the building activity of Salem revived.

They know what it means to Salem at the present time.

They know that more material and labor can be purchased now for the dollar than for a long time. They know that the present prices will not continue for long.

They know that if those who can and are able to will do the work now that it will mean men employed at a time of need.

Modern Hardware
Increases
Values



A Beautiful Home
is a Credit to
Your City



COMPARATIVE BUILDING MATERIAL COSTS

		1926	1930	1931	Savings in Percent over 1926 in 1931
Lumber	Common	\$18-\$30 per M	\$14 to \$28	\$12 to \$22	30%
	Finish	\$75-\$95 per M	\$50 to \$85	\$45 to \$75	30%
Bricks	Common	\$28 per M	\$20	\$18	36%
Steel	Reinforcing	\$3.50 100 Lbs.	\$3	\$2.50	21%
Wood Shing's	First Quality	\$5.50 per M	\$4.50	\$3.50	36%
Cement	Oregon	\$4.40 per Bbl.	\$3.85	\$3.75	12%
Elec. Wiring	per Ceiling outlet	\$1.50	\$1.30	\$1.15	24%
	per Switch outlet	\$2.50	\$2.20	\$2	20%
Plumb. Fix.	Toilet, Tub and Lavatory	\$110	\$95	\$85	23%
Paints	per Gallon	\$4.50	\$4	\$3.50	22%
Nails	per Keg	\$4.50 to \$5	\$3.75-4.50	\$3.25 to \$4	24%
Hardware	Front Door Lock	\$7.50	\$6	\$5.50	26%
	Mortised Lock	85c	70c	60c	30%
Hot Air Fur.	Base on ordinary 5-Room House	\$215	\$175	\$150	30%
Oil Burner		\$800	\$625	\$450	43-2-5%

Lumber is the Largest Single Item in a Residence—Look at the Saving!

- Salem Hardware Co.**
Builders' Hardware and Paint
120 N. Com'l Tel. 4906
- P. H. Bell**
Real Estate and Loans
224 N. High Tel. 9678—Res. 3427
- Building Supply Co.**
All Building Supplies
170 N. Front Tel. 9111
- Clay Larkins**
Plastering and Stucco Contractor
205 E. Wilson Tel. 5176
- Capitol Sheet Metal Works**
Re-roof now with Pioneer Rock-Surfaced Shingles
265 Ferry St. Tel. 7657
- Wm. Bliven**
Insurance for Every Need
215 Masque Bldg. Tel. Office 7906, Res. 7340
- Carl B. Armpriest**
Sheet Metal Works
454 Ferry Tel. 4854
- J. A. Bernardi & Son**
Plumbing and Heating Engineers
458 S. High Tel. 3992
- E. S. Patton**
Plumbing—We Specialize in Repair Work
271 Chemeketa St. Tel. 5517
- J. W. Copeland Yards**
Lumber and Everything in Building Materials
West Salem Tel. 6627
- Theo. M. Barr**
Oil-O-Matic Oil Burners
164 S. Com'l St. Tel. 5098
- Hudkins Mortgage & Investment Co.**
Miller Bldg. Tel. 9182
- First National Bank**
State and Liberty Sts. Tel. 3181
- State Savings & Loan Association**
404 State St. Tel. 9667
- Barham Bros.**
Contractors and Builders
320 U. S. Nat'l Bank Bldg. Tel. 6796
- H. G. Carl**
Building Contractor
965 E St. Tel. 7407
- Weller Hardware & Paint Co.**
Paints—Oils and Glass—Tools and Housewares
428 Court St. Tel. 6514
- Hawkins & Roberts**
Loans and Insurance
Oregon Bldg. Tel. 4109
- James Nicholson**
Insurance
First Nat'l Bank Bldg. Tel. 6123
- Hutcheon Paint Store**
Buy Your Paint at a Paint Store
184 S. Com'l Tel. 6687
- Eoff Electric, Inc.**
Things Electrical
247 Court St. Tel. 9119
- Cobbs-Mitchell Lumber Co.**
Everything in Building Materials
349 S. 12th St. Tel. 7443
- Ed R. Viesko**
Brick Contractor
2060 S. High St. Tel. 8007